

BRAND IDENTITY

GUIDELINES

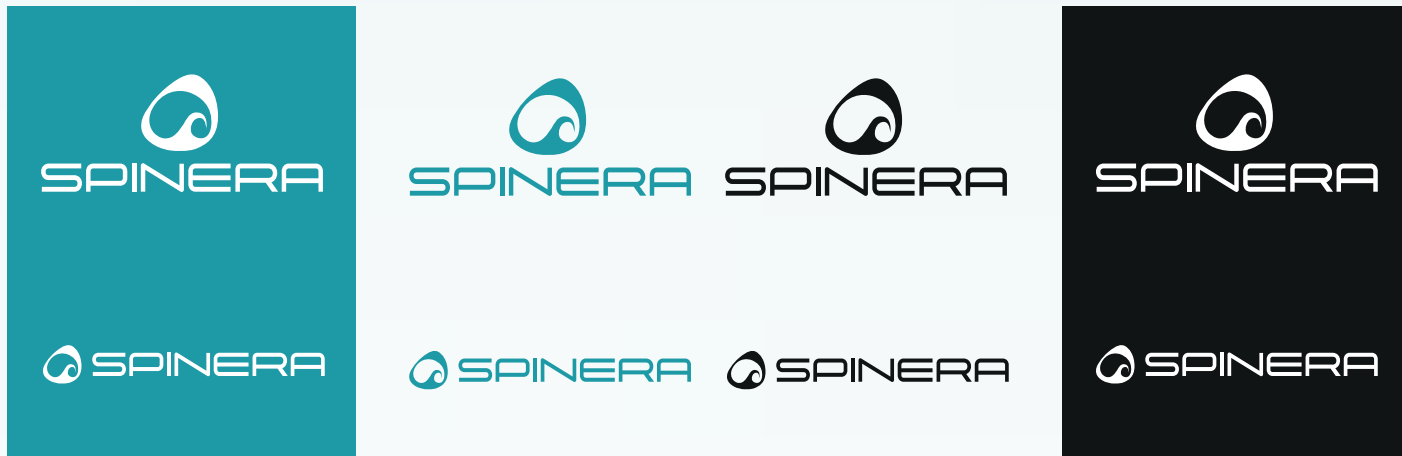


1. LOGO

To ensure a uniform appearance, the **SPINERA** logo may only be used in the forms below.

1.1 The Logo SPINERA

CONSUMER GOODS



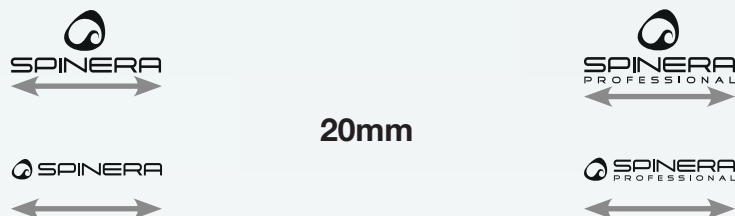
PROFESSIONAL



1.2 SIZES

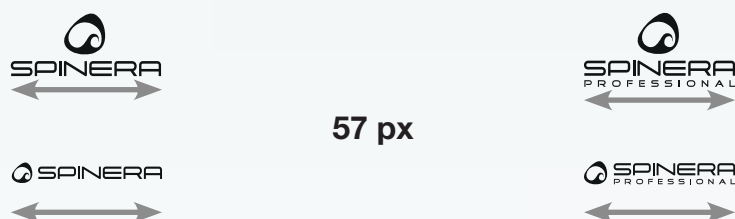
PRINT

To ensure a that the **SPINERA** logo is presented to right way it only can be used bigger than 20mm.



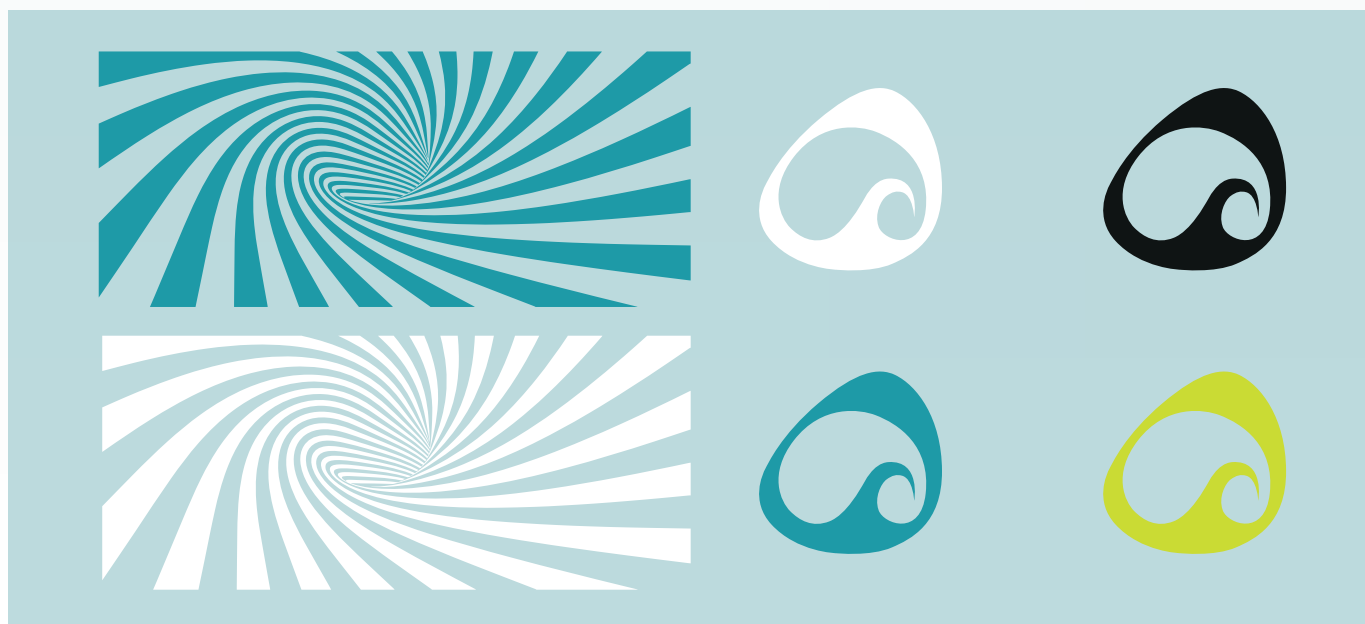
ONLINE

The logo as a complete element must not fall below the logo width of 57 px. In case of undercutting only the icon (the „wave“) is to be used alone, as well as this favicon and as app logo.



1.3 THE ICON

The icon - the logo wave can be used as an enlarged representation and also partially cut as a design element in any color.



2. TYPOGRAPHY

For a uniform appearance and recognition effect, it is essential to use defined **SPINERA** font families.

2.1 FONTS IN LOGO SPINERA



2.2 TEXT FONTS

For all text and headlines, use only Helvetica Neue LT Pro font in these specific weights.

SPINERA has to be written in Uppercase.

Copy Text

HELVETICA NEUE LT Pro 45 Light

HELVETICA NEUE LT Pro 65 Medium

HELVETICA NEUE LT Pro 75 Bold

In web applications, the font styles of Arial (Regular and Bold) are used.

ARIAL Regular

ARIAL Bold

Decorative font - Logo

GOOD TIMES REGULAR - REGULAR

Decorative font 2

HelveticaNeue LT 97 BlackCn – Oblique

Type on products

SUISSNORD REGULAR

3. COLOUR

To ensure uniformity, it is also necessary to use only around the **SPINERA** world of colors. For graphic elements (logo, icon) there should be the best possible contrast to the background. Other elements are also able to be used with transparency.



TEAL

Main Colour

CMYK 79/19/31/3

RGB 151/16/3

HTML #0097A9

PANTONE 7711c

sol.coated



LIME GREEN

Consumer

CMYK 25/0/100/0

RGB 211/216/0

HTML #d3d800

PANTONE

sol.coated



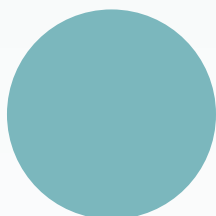
DARK TEAL

Professional

CMYK 92/51/51/50

RGB 8/66/74

HTML #08424a



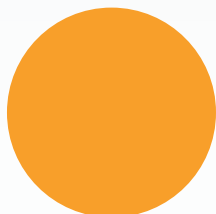
LIGHT TEAL

Accent 1

CMYK 51/12/24/0

RGB 135/187/193

HTML #87bbc1



BRIGHT ORANGE

Accent 2

CMYK 0/44/93/0

RGB 255/162/0

HTML #ffa200

The whole logo should be used exclusively in TEAL, black or white. And it also must be used in on colour only - no split colouring.

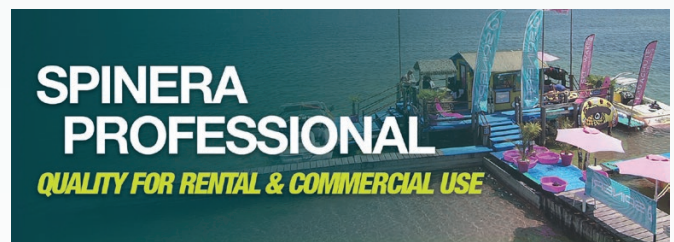
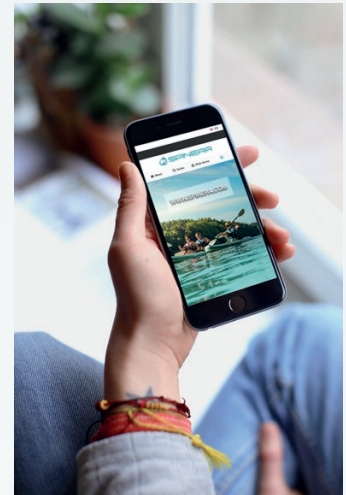
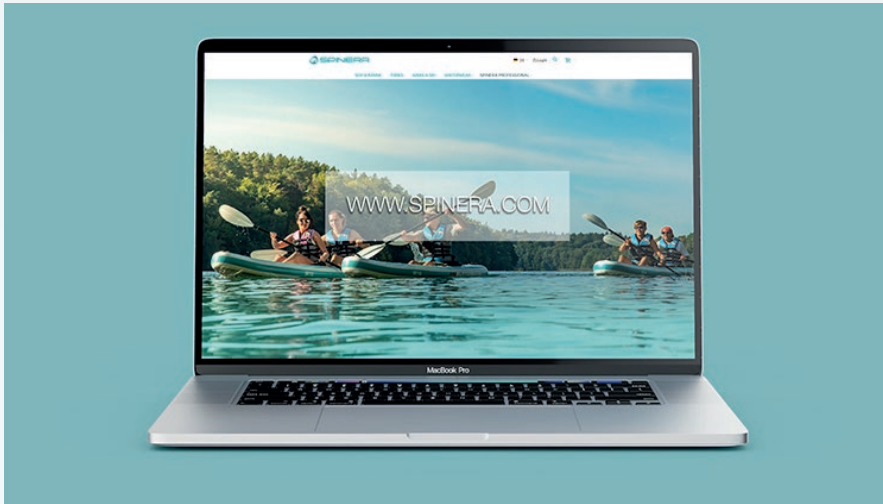
4. CATALOG

DOWNLOAD OUR CATALOG



5. WEBSITE

WEBSITE

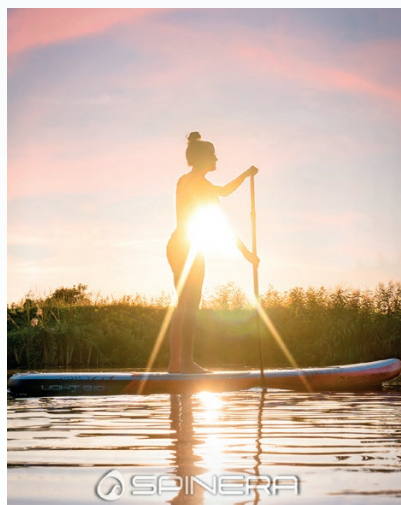
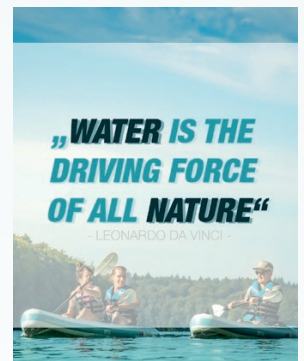
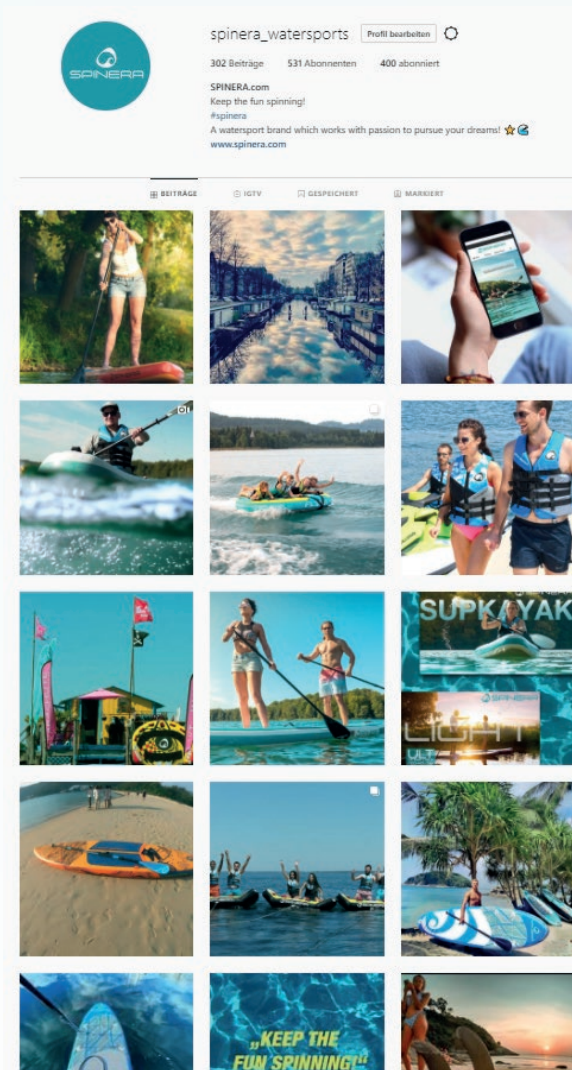


4. VISUAL OUTPUT

Images for Social Media, Ads and more
URL in videos written in Helvetica Oblique

www.spinera.com

For Social Media there are more ways to present SPINERA. Here are some examples from the official SPINERA Instagram. Besides lifestyle images it is possible to create collages with SPINERA fonts and colours.






5. Infographics & FAQ

At SPINERA we provide [How-to Guides](#) and a [FAQ](#) on our Website. This is how the graphics should look like.

HOW TO – SUP TIGHTEN THE VALVE BEFORE FIRST USE


YOU NEED:



Valve Wrench
which is included in the repair kit

1 Inflate

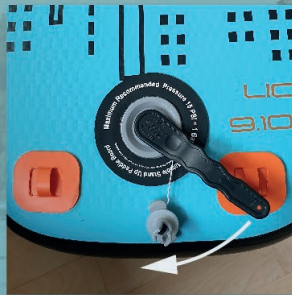
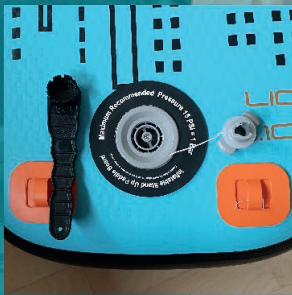
Inflate the Board to 10-15 psi.




2 Tightening



Use the valve wrench to tighten the valve. Turn it just about 1/8 to 1/4 clockwise until the valve fits tight with gentle force.

Watch out: do not overtwist it.







Watch our Video on Youtube:
How to set up your board
before first use



www.spinera.com



[spinera_watersports](https://www.instagram.com/spinera_watersports)



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